

DELEGATED REPORT

Application No:	P/25/0266
Site Address:	Land To The North Of The Heads Of The Valleys Road Off Rhymney Common Road Dowlais Merthyr Tydfil CF48 2YG
Development:	Signage to proposed drive-thru restaurant building and within the site
Case Officer:	Rebecca Owens
Site Visit:	15th October 2025
Application Expiry Date:	4th December 2025
Consultation reply date expired:	5th November 2025

APPLICATION SITE

The application relates to a vacant parcel of brownfield land which is within the settlement boundary for which planning permission has been sought for the erection of a drive thru restaurant with associated infrastructure. The site occupies an elevated position above the A465 trunk road to the south/south east. It is located in an established business park where there are a mixture of uses comprising of commercial, retail and industrial type uses. The site itself is bound by a supermarket, a council own yard/depot and highways. It is accessed off an existing junction to the north.

PROPOSED DEVELOPMENT

Advertisement consent is sought for new signage on the building of a proposed drive-thru restaurant and within its site which is subject to a separate planning application (planning ref: P/25/0265).

Adverts on the building

On the north western elevation of the building fives adverts are proposed. These comprise of:

- Roof lettering spelling McDonalds above the canopy This would be illuminated and positioned with the base of the sign 3.8m above the ground. The sign would measure 8.693m in width by 1m in height.
- Two signs with the lettering 'COLLECT', one alongside each of the collection drive thru windows. These would be illuminated and positioned with the base of the signs 0.346m above the ground. The signs would measure 0.44m in width by 2.717m in height.

- 'PAY' text next to the payment window. This would be illuminated and positioned with the base of the sign 0.9m above the ground. The sign would measure 0.44m in width by 1.197m in height.
- PPC Aluminium panels housing digital media. This would be 1.03m above ground level and would measure 0.283m by 0.215m with a depth of 0.123m.

On the south eastern elevation there would be another McDonalds roof lettering sign above the canopy. Roof lettering spelling McDonalds above the canopy. This would be illuminated and positioned with the base of the sign 3.65m above the ground. The sign would measure 8.693m in width by 1m in height.

On the north eastern elevation adjacent to the main entrance would be a mounted golden arches sign which would be internally illuminated. This would be positioned with the base of the sign 3.3m above the ground. The sign would measure 1.8m in width by 1.575m in height.

All of the above adverts would be illuminated with static illumination at a maximum of 500 cd/m².

Adverts within the site

Withing the application site the following signs are proposed:

- At the entrance to the drive thru, would be a digital unit (single) displaying the menu with an illuminated monitor. This would be 0.84m in width by 2.034m in height and 0.1m in depth
- Three digital unit (double signs) displaying the menu with two illuminated monitors would also be strategically place at the start of the drive thru and close to the ordering points. These would be 1.573m in width by 2.034m in height and 0.1m in depth.
- A keystone Sign D is proposed in the southern corner of the site. This comprises of an internally illuminated golden arches sign 5.148m in width by 4.149m in height, mounted on a post with a maximum height of 12.6m above ground level. This would have static illumination at a maximum of 500cd/m².
- An internally illuminated drive totem sign is proposed adjacent to the access into the side. This would be 1.4m in width by 6m in height and 0.35m in depth. It would comprise a post with a yellow acrylic internally illuminated golden arch to both sides. This would have static illumination at a maximum of 500cd/m².

In addition to the above several small, non-illuminated information signs are proposed in strategic positions throughout the site mounted on metal signposts. These are listed below:

- 2 no. bilingual "Accessible Parking Bay" signs 0.28m by 0.7m in size
- A bilingual "Parked Order Bay 1" sign 0.28m by 0.7m in size
- A bilingual "Look Left" sign 0.45m by 0.3m in size
- 2 no. bilingual "Look Right signs 0.45m by 0.3m in size
- 4 no. "Pedestrian Crossing " signs 0.412m by 0.36m in size
- 2 no. "Give Way" signs 0.412m by 0.36m in size
- A bilingual "Look Both Ways sign 0.45m by 0.3m in size

PLANNING HISTORY

The recent planning history relating to this site is summarised below:

- P/25/0265 Demolition of existing buildings and development of a restaurant with drive-thru facility (Use Class A3) including access and cycle path, servicing, car parking, hard and soft landscaping, advertisements and other associated works
Granted planning permission subject to conditions on 20 April 2026
- P/12/0273 Erection of ready mix concrete plant
Granted planning permission subject to conditions on 3rd May 2013

CONSULTATION

The following bodies were consulted and their responses are presented below:

- | | |
|---------------------------|--------------|
| Engineering and Highways | No objection |
| Environmental Health | No objection |
| Welsh Government Highways | No objection |

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) (Wales) Order 2012, letters were sent to neighbouring properties and five site notices were displayed within the vicinity of the site.

No letters of objection were received following this publicity exercise.

National Development Framework

Future Wales: the National Plan 2040 (February 2021) sets out a strategy for addressing key national priorities through the planning system, including sustaining and developing a vibrant economy, achieving decarbonisation and climate-resilience, developing strong ecosystems and improving the health and well-being of our communities.

National Planning Policies

Planning Policy Wales (Edition 11, February 2021)

Technical Advice Note 7 – Outdoor Advertisement Control (1996).

Local Planning Policies

There are no specific policies contained within the adopted Merthyr Tydfil County Borough Council Replacement Local Development Plan 2016 - 2031 pertaining to this type of application.

PLANNING CONSIDERATIONS

Part 1 4. (1)) of the Town and Country Planning (Control of Advertisements) Regulations 1992 requires that in considering applications for the display of advertisements, local planning authorities shall exercise their powers only in the interests of amenity and public safety.

In terms of the impact of the new signage on visual amenity, given the setting and scale of the building, it is considered that the proportions and general appearance of the signage would be appropriate and not be overly dominant in visual terms. It is acknowledged that the signs would be visible, especially when viewed from the west via the A465 flyover. However, it is not considered that the adverts would be overly obtrusive or appear out of character within the context of an area which is predominantly commercial in nature. Therefore, the application is considered acceptable in this regard.

Whilst the site is located in an established business park, primarily characterised by industrial, commercial and retail uses, it is recognised that there are also residential properties in the area. Indeed, Station House is located within the eastern spur of the site itself and currently vacant with the occupied Ty Bryn Du, situated to the north east on the opposite side of the access road. It is noted that whilst no letters of objection were received following the publicity exercise for this application, an objection to the application for the restaurant (planning ref: P/25/0265) highlighted that the entrance/exit to the site would be opposite the bedroom window of the dwelling located on the other side of the highway. As such, concerns were raised that the proposed signage would be a problem at night due to the 24 hour opening. Whilst not an objection directly to this application, this and the wider impact of the signage on the residential amenities of the occupants (and future occupants) of the above properties has been considered.

Given the distance of the signage from these residential dwellings there would be no overbearing impact, overshadowing or loss of light. Thus the main potential impact would be in terms of disturbance from their illuminance. With respect to Station House, this would be over 50m from the nearest illuminated sign and with a maximum illuminance level of 500cd/m² it is not considered that there would be any harmful impact to this dwelling. Ty Bryn Du is located opposite the site in close proximity to its entrance. It is recognised that there is a 6m high totem sign proposed adjacent to the access but this would be over 42m from the dwelling and screened by existing vegetation. Even if this vegetation were to be reduced or removed, the maximum illuminance of the signage would be 500cd/m² and this would apply to internally illuminated elements within the sign. As such, it is not considered that it would result in a level of light disturbance that would warrant the refusal of the application on such grounds. The impact of the signage on residential amenity is therefore found to be acceptable.

With respect to public safety, the application has been the subject of consultation with the Head of Engineering and Highways who has not raised any objection or suggested any conditions in respect of the submitted scheme. In addition, due to the proximity of the site to the A465 Head of the Valleys Road, the Welsh Government has been consulted as the highway authority for the trunk road. They have not objected to the application subject to the inclusion of a condition relating to the illuminance of the signage. Thus, with the benefit of this condition the scheme is considered to be acceptable and the signage would not have an adverse impact on highway safety.

The duty to improve the economic, social, environmental and cultural well-being of Wales, in accordance with the sustainable development principle, under section 3 of the Well-Being of Future Generations (Wales) Act 2015 ("the WBFG Act") has been taken into consideration when determining this application. In reaching the following

recommendation, the ways of working set out at section 5 of the WBFG Act have been considered and thus the proposal is in accordance with the sustainable development principle through its contribution towards one or more of the Welsh Ministers well-being objectives set out as required by section 8 of the WBFG Act.

Accordingly the following recommendation is made:

RECOMMENDATION: BE APPROVED subject to the following **CONDITION:**

1. No direct source of light from the illuminatory gear for any sign or feature illumination shall be visible from any part of the adjoining public highway. Luminance levels shall align with the current edition of "Guidance note for the reduction of obtrusive light" from the Institution of Lighting Professionals."

Reason - In the interests of highway safety in accordance with Policy SW11 of the Merthyr Tydfil County Borough Council Replacement Local Development Plan.

RECOMMENDATION ENDORSED



Director of Neighbourhood Services

DATE: 04.06.2026